


NUTRITION EFFORTS

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WORCESTER COUNTY HEALTH DEPARTMENT
SNOW HILL, MD

ABOUT WORCESTER

- Location: Rural Lower Eastern Shore; bordered by Atlantic Ocean, Delaware, Virginia. Low population density, widespread geographic area with three population centers and significant farming and forestry.
 - Top economic industries: Agriculture, Tourism, Hospitality.
 - Average annual population ~51,000; sky rockets with Ocean City tourism to as many as 400,000 on any given weekend May – September.
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ABOUT WORCESTER COUNTY HEALTH DEPARTMENT

- Public Health Accreditation since January 2014.
- Prevention Services Unit:
 - Alcohol and Other Drug Prevention
 - Cancer Screening/Prevention
 - Tobacco Prevention
 - Chronic Disease Prevention
- Chronic Disease Highlights:
 - Seeking recognition for National Diabetes Prevention Program.
 - Lifestyle Balance since 2008, state spokesperson Eddie Carmean
 - Just Walk – 2017 20th Anniversary
 - Healthy Maryland Businesses
 - Hypertension Initiative



CHRONIC DISEASE BURDEN AND DEMOGRAPHICS

- Prevalence of diabetes among adults: 16.7% vs. state average 10.2%.
- Percent of obese adults: 31.1% vs. state average 28.5%.
- Percent of adults at healthy weight: 34% vs. state average 31.1%.
- High blood pressure among adults: 36.7% vs. state 32.8%.
- Prevalence of heart disease among adults: 16.7% vs. 7.5% state average.
- No leisure-time physical activity among adults: 27.4% vs. 23.2% state average.

Source: 2012-2014 Maryland BRFSS *Three year moving average

GRANT ACTIVITIES: NUTRITION AND FOOD BANKS

- **Billing for medical nutrition therapy** provided by LHD registered dietitian. Approximately 25 referrals in first year.
- **Monthly grocery store tours** – participation on the rise.
- A convenient food retailer – Uncle Willie's – agreed to work with LHD on increasing **healthier food choices**.
- **Market to Mealtime partnership** with all food pantries in the county. Provides recipes, resources, nutritional guides.
- **Ongoing outreach and educational presentations** via early learning centers and churches, especially African-American churches.



LIFESTYLE BALANCE GIRDLETREE




TOOLS, RESOURCES, MATERIALS DEVELOPED

- **Nutrition Tips and Fitness Bits**
monthly YouTube series features HMBs and our registered dietitian.
- **Local, Fresh, Delicious** pamphlets highlighting farmers' markets and distributed throughout Somerset, Wicomico and Worcester counties. Revised and re-printed this year.
- **Tri County Diabetes Alliance** – website and Facebook Page – revamp this year.



CHALLENGES

- Rural, food desert
 - Low income, low education
 - High rates of chronic disease
 - Health Care Professional Shortage Area
 - Medically Underserved Area
 - Transportation Barriers
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SOCIAL MEDIA: YOUTUBE

- Fitness and Nutrition video: https://youtu.be/gV1fIJ_zhLo
- Grocery Store Tour video: <https://youtu.be/TNiRFj-anx8>



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